



WASATCH COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	13,953	14,577	15,215	16,203	15,947	16,847	17,368	3.1%	15
Total Non-Ag Employment	4,096	4,686	4,698	4,753		4,887	5,031	2.9%	16
Non-Ag Avg Monthly Wage	\$1,583	\$1,689	\$1,834	\$1,898		\$1,999	\$2,093	4.7%	14
Per Capita Income	\$20,144	\$20,966	\$21,740	\$21,969	\$21,565	\$21,627	\$22,591	4.5%	10
Unemployment Rate	4.9%	5.0%	4.5%	5.5%		7.9%	7.1%	-0.8%	18
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$44.5	\$47.9	\$49.2	\$47.1	\$58.8	\$49.9	\$48.9	-2.0%	13
Travel & Tourism Related Employment	823	898	932	936	1,515	1,317	1,312	-0.4%	12
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$925.0	\$997.0	\$1,024.0	\$979.0	\$1,188.0	\$1,044.0	\$1,024.0	-1.9%	13
Gross Taxable Room Rents	\$6,458	\$6,868	\$7,273	\$6,983		\$8,333	\$6,823	-18.1%	13
Transient Room Tax	\$193.7	\$206.0	\$218.2	\$209.5		\$250.0	\$204.7	-18.1%	13
Restaurant Tax	\$156.8	\$190.3	\$185.4	\$209.7		\$204.1	\$208.9	2.4%	12
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$136.6	\$155.8	\$171.7	\$174.0		\$186.6	\$184.2	-1.3%	14
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	4,533,665	-13.5%	
SR-40 UT/CO Traffic Count	534,725	559,545	554,800	596,045		608,090	616,850	1.4%	
Skier Days at Utah Resorts	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	3,386,141	7.8%	
Wasatch Mountain S.P.	880,669	896,917	930,152	923,988		1,215,511	799,617	-34.2%	
Deer Creek S.P.	153,055	197,547	253,523	291,124		188,550	176,975	-6.1%	
Utah Lake S.P.	734,995	431,702	405,563	276,475		157,882	83,076	-47.4%	
Jordanelle S.P. (2 Locations)	310,648	342,200	262,010	192,005		168,113	112,169	-33.3%	
Timpanogos Cave N.M.	119,074	122,768	115,115	126,270		114,736	106,028	-7.6%	
Rockport S.P.	210,015	245,406	152,605	117,505		89,497	159,570	78.3%	
Starvation S.P.	101,652	100,049	95,302	100,337		107,944	110,301	2.2%	

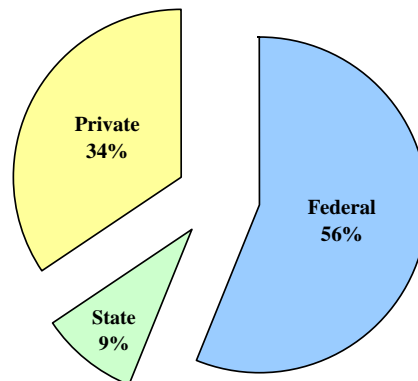
r= revised

Land Ownership - 2004		% Total
Total Acres in County	750,565	100.0%
Federal Government	419,951	56.0%
BLM	3,409	0.5%
US Forest Service	416,542	55.5%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	69,920	9.3%
Utah State Parks & Recreation	22,976	3.1%
Utah State Wildlife Reserves	29,370	3.9%
State Trust Lands	17,574	2.3%
American Indian	2,723	0.4%
Private**	257,971	34.4%

*Includes Military and Bankhead Jones land

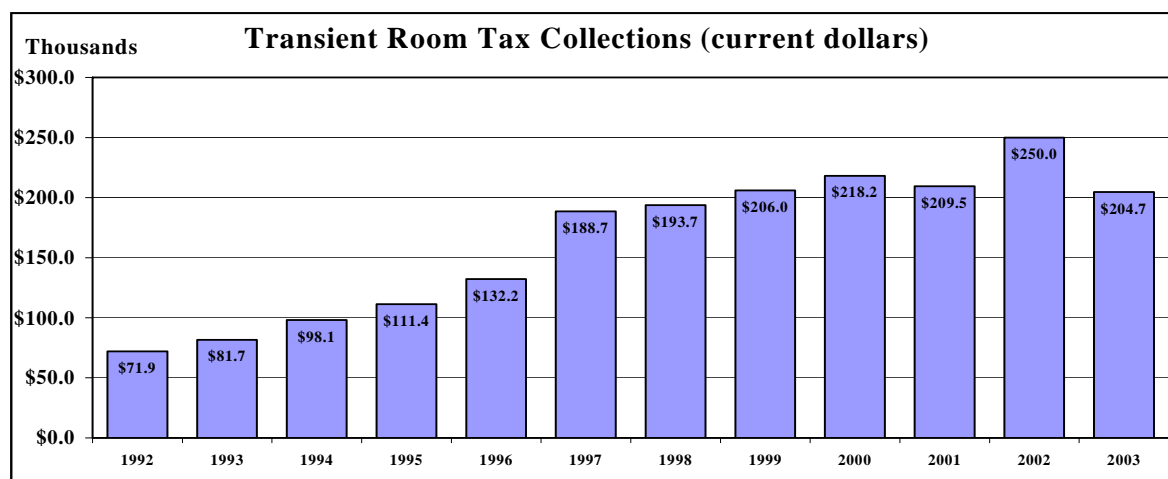
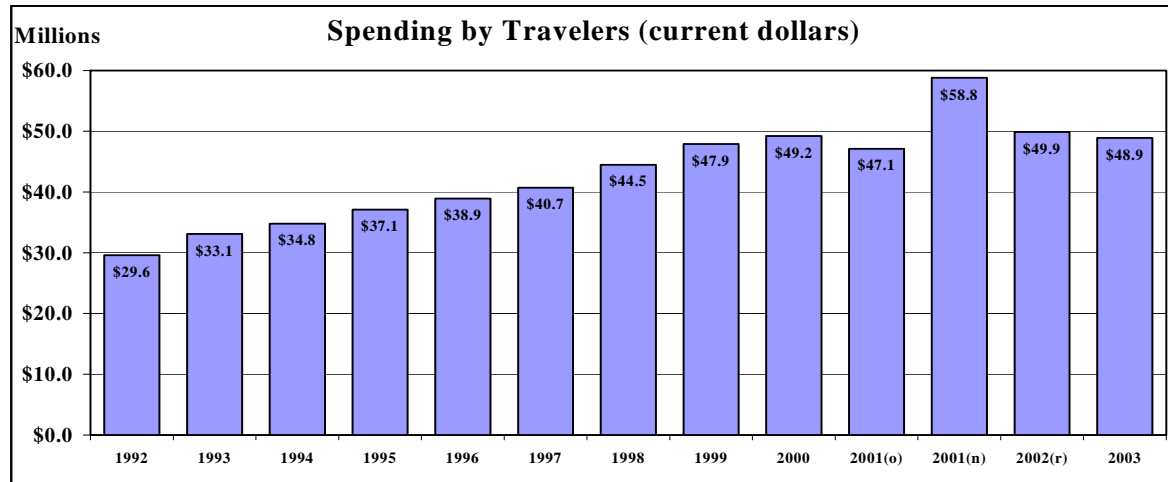
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Wasatch County Tourism Profile



r = revised

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